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23 February 1965

MEMORANDUM FOR:

SUBJECT : Employee Activity Association

1. On 15 March 1965 the Agency's Employee Activity Association (EAA), the organization that has been conducting a varied recreational program for Agency employees, will embark on one of its most ambitious projects to date. On that date it will launch an Agency-wide membership drive. We believe that a majority of Agency employees would find it worthwhile to belong to the Association. Because of the importance that the DCI, DDCI and I attach to the activities of this Association and because of our interest in its forthcoming membership drive, I am sending you this advance notice to enlist your support.

2. First, let me give you some background as to the development of the current EAA. For years organized recreation and social activities in CIA were minimal for a variety of reasons including our dispersed locations. With the opening of the headquarters building, the opportunity was at hand to test the interest of employees in participating in group activities. The Office of Personnel was encouraged to develop and foster a broad program. Our original conviction that Agency employees would respond to such a program was more than substantiated: from April 1962 the program grew from one that offered only a few clubs and activities and with a participation of about 600 Agency employees to one that now offers more than 20 clubs and activities and participation of some 3,000 employees. This represents a dramatic expansion in the scope of the program and an increase of employee participation. In fact, the program grew so dramatically that it became apparent that we had to establish a formal organization to manage the numerous existing activities and to plan for new ones. In December 1963 the Employee Activity Association was formed under appropriate bylaws providing for an elected Board of Directors, officers, etc.

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3. Subsequently it was recognized that even though many Agency employees may not be interested in clubs and activities, they might be interested in the convenience and frequent savings of a service offering tickets to local athletic and cultural events. In 1964 a sales service was initiated on an experimental basis: tickets were sold, at a discount whenever possible, to popular events such as the Ice Capades and the Circus, to the World's Fair, to Senators baseball games and Redskins football games, and to performances at Carter Barron and Shady Grove. In addition, some timely merchandise was offered at discounts. The response was overwhelming, and it was clear that a large segment of the Agency was interested in these types of services.

4. Up to this time the Association has been able to operate only because the Agency was providing most of the equipment and supplies and assuming the full cost of the salaries of personnel involved. However, the Agency could do this only as a starter, and the Association must now pick up the tab and become self-sustaining. It is toward this end that it has planned an Agency-wide membership drive.

5. There will be three membership categories:

- a. The regular \$2 Annual Membership.
- b. Patron - \$10. This will give the member prepaid dues for six years, a saving of \$2.
- c. Sponsor - \$25. The Sponsor will have his dues fully prepaid for the duration of Agency employment.

6. The purpose of this memorandum at this time is to suggest that you join the Association as a Sponsor. This appeal is not only for the purpose of deriving the revenue from your membership, but also to supply the EAA with direct evidence that the Agency's senior staff believes in its work and in the importance of its program for the employees. You, as a senior officer, can appreciate the reasons why an association of this type must become self-sustaining. You can also see the importance of an expanded and improved program of employee activities. As you are well aware, Agency employees have security responsibilities that frequently limit their participation in group activities and membership in organizations. Yet through clubs such as the Bridge Club, the Garden Club, the Chorale,

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the Chess Club, the Archeology Club, the Skiing Club and the many athletic activities that are conducted, EAA has provided employees with a means to engage in and enjoy social, cultural and athletic activities without jeopardy to security and cover requirements. Most important of all, the greatest value we see in a thoroughly effective and active Association is that it is an employee-created and managed activity--an activity that allows Agency employees, within the administrative disciplines that govern us all, to express their needs in this type of endeavor and to develop for themselves the means by which to satisfy these needs. If encouraged and allowed to grow, this activity could some day rank with the Agency's insurance and employee assistance programs as a significant contributing factor to the high morale of Agency employees.

7. It is in this spirit, then, that I urge you to join the Employee Activity Association as a Sponsor. A membership application is attached. It should be returned to the President, Employee Activity Association, in the pre-addressed envelope. Checks should be made payable to the American Security and Trust Co. If you wish to pay by cash, please call extension and an Association employee will be happy to pick up your payment.

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Lyman B. Kirkpatrick
Executive Director-Comptroller

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PD/S 64-2796
18 MAY 1964

MEMORANDUM FOR : Deputy Director for Support

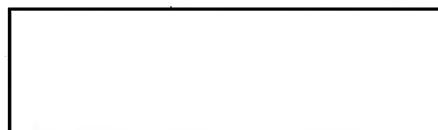
SUBJECT : Membership Drive - Employee Activity Association

1. This memorandum contains a recommendation for your approval. Such recommendation is contained in paragraph 5.
2. This memorandum describes the form and content of a proposed Agency-wide drive for membership in the Employee Activity Association. We should like to note at the outset, however, that the real purpose of the drive is to obtain enough money to make the Association self-sustaining, i. e., for payment of salaries of current and additional personnel, payment of other expenses incurred in conducting Association business, and in order to permit the Association to develop various other sources of income, such as an expanded ticket service, discount sales, etc.
3. Our original plans called for the membership drive to be conducted from 15 June to 10 July 1964. Since this comes soon after the completion of the fund drive for the John F. Kennedy Library, we now propose to conduct the membership drive during the month of July.
4. In order to obtain the best possible response to the drive for funds, it is our view that every effort should be made to contact all Agency employees and we propose the following type of campaign:
 - a. In advance of the kick off of the membership drive, we propose that the DCI discuss at a senior staff meeting the nature of the Association and its current and planned activities, and to have him encourage all senior Agency officials (GS-15 and above) to join the Association as "sponsors". The suggested fee for the privilege of becoming a "sponsor" is \$25, for which the official will be entitled to full membership in the Association during the balance of his Agency employment with no further payment of dues. Our hope in creating the "sponsor" concept is that if the response from this group of senior officials is a good one, the Agency-wide membership drive can be launched with some success assured, at least from a financial point of view. Moreover, the fact that senior officials have so participated can be used throughout the campaign as a positive indication that the Agency's upper echelon believes in the importance and value of the Association's purpose and activities, and that we have been encouraged to improve and expand the Association's activities.

ADMINISTRATIVE — INTERNAL USE ONLY

- b. During the membership drive itself, all employees will be given the privilege of becoming "sponsors". Recognizing, however, that many employees cannot afford or may not wish to contribute \$25 but would desire to do more than pay the normal annual dues of \$2, we have developed the concept of "patrons". Employees who would be willing to contribute \$10 will obtain six years of membership (a saving of \$2) in the Association and will be designated as "patrons".
 - c. The normal annual membership dues is set at \$2 for employees who wish to join but do not wish to be "patrons" or "sponsors".
 - d. The normal poster campaign will be developed and appropriate posters will be displayed in all Headquarters area buildings in the same fashion as was done in the seat belt campaign. One innovation, however, has been included: Certain posters will encourage employees to dial a specific Agency telephone extension. Upon doing so and if this proposal is approved, the employee will hear a recorded message by the Deputy Director of Central Intelligence. This message will be a short 60 second appeal by the DDCI during which he will encourage the caller to join the Association and to help it to grow, etc.
 - e. An appropriate Headquarters Employee Bulletin will be published describing the Association, its purpose, and activities.
 - f. A brochure has been prepared which briefly outlines facts about the Association and its activities, and will be distributed.
 - g. We propose to develop a keyman organization from current participants in the Association. Since these individuals are already "sold" on the Association, they should be able to contact other Agency employees for the purpose of joining the Association with more enthusiasm than usual.
 - h. An all Station Book Dispatch will encourage overseas employees to become "sponsors" or "patrons" so as to allow them to participate in this phase of this Association's development.
5. It is recommended that you approve the form and content of the Employee Activity Association's membership drive as outlined in paragraph 4.

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Emmett D. Echols
Director of Personnel

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